



Bobcats are back

The Lloydminster Bobcats kicked off their 2014-15 Alberta Junior Hockey League regular season Friday night with a 3-0 shutout victory over the Sherwood Park Crusaders. See the Sports section for game report on Page 16.

Prentice lands top job

By Christopher W. Brown

Jim Prentice didn't take long to distance himself from one of his predecessors Saturday night, as he captured 77 per cent of the vote in the Alberta Progressive Conservative Association leadership race.

The four-month campaign ended with Prentice winning the leadership on the 17,963 votes over the other 21,000 that were cast on Friday and Saturday last week.

On Monday morning, Prentice, who gave a press conference in Edmonton, before meeting with outgoing Premier Dave Hancock, said that he was aiming for early work to be done in an Alberta's 10th Province.

He also said that he could name a new cabinet next week as well.

"Over time, the government has lost its way," he said. "Working from that, I was at a disadvantage as an incumbent, as anyone. I wasn't as well known as the leader of the party. But I am at the helm now. So I can't say I was at a disadvantage. I will be sitting at the helm of it."

Prentice, who was seen as the front runner for the office campaign, lost to a difficult task now of rebuilding the PC Party that has been marred by controversy since former premier Alison Redford resigned from the province in March.

"Albertans expect excellence and performance from those who are in positions of trust," said Prentice in a post-victory speech. "They will not accept excuses. This must apply to the Government of Alberta, but first and foremost, it must apply to our party."

"As your leader and as the person accountable to those who are disappointed, there will be no excuses."

"Lloydminster MLA Richard Starke, who had backed Prentice for the leadership, said that he was pleased with the result.

"I think that what you will see is a cabinet that has got clear leadership, and for a leader that has almost unanimous support from the members of caucus," he said.

"To be acceptance speech, Prentice is not very clearly, that he is a leader with great vision, and he's a leader who demands hard work and integrity from the members of caucus and the whole government," Starke said that there are two reasons why he endorsed Prentice.

Starke also said during the interview with the Lloydminster Source that he spoke with Thomas Lukaczuk and Kim McIvor after the convention.

A groomed Cat is a Happy Cat!

Cats are successful in everything. Please: In-groomers, Dander and dandruff, City behind and other unpleasantities.

All cats like to look beautiful, smell good, feel clean and have fun, and be happy. "Meows from heaven!"

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We have a certified feline Master Groomer happy to groom your cat and your pet cat. Call for your free grooming appointment. **Handson Grooming**

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INSIDE
Narrowstitch for five PC leadership candidates

INSIDE
Clive Tice celebrates a year in the community

INSIDE
Rattlers ready to kick off hoops season

MEDIA KIT

FOR PRINT ADVERTISEMENT

City makes plans for 2015 census

Lloydminster city council approved Monday night to conduct a municipal census in 2015, with all associated costs to be discussed during the next meeting on Aug. 25.

The census, which is conducted every two years, is a way of gathering data on the city's demographics for a variety of purposes, including to complete the data gathered into a project and preparing the city's growth into the future.

Since the federal census in 2011, Lloydminster has seen 1,079 new residents move into the city. And, as the council meeting progressed, the mayor said that the city is looking forward with the intent of making more living space for the community.

"As far as the City of Lloydminster is concerned,"

said Coun. Lynne Goodhand, "we are just super excited that there can be a citizen census in our city and that we can get more information for our residents to help us make decisions on how to improve our city and get more houses up for people."

Goodhand said that the city is looking forward to having up-to-date information on the city's population in 2015. She said that the city's population is growing and that the city's government, for use in anything from municipal development to community projects, will be able to use the data.

Lloydminster gathered around \$200 per person in per capita grant funding from the province of Alberta.

"Actively participating in the census will ensure we receive the maximum amount of grant funding possible," said Amy Lewis, legislative services coordinator.

As for the census itself, it is divided into a few main questions, said Stewart, whether you own your property, how many people live in your residence, your age and how many vehicles you own.

During the last census, some door-to-door contact was made with residents, but the city has also adopted a new system of delivery.

In 2013, about 12,000 unique IPN residents were delivered to households across the city, giving them access to a program online which they can complete.

The software, developed by the City of Austin for census data collection, will be used again in the 2015 census, which will take place next spring.

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CREDIT UNION Synergy



About Us

At the Lloydminster Source we fully understand the need and the desire of our readers for reliable and timely news coverage. We also understand the desire of our advertisers to reach the audience that we serve and to deliver their message accurately.

Our goal is to provide our readers and the communities we serve with a quality publication and provide you - the advertiser - with exceptional service that can only be provided by a community newspaper with strong roots in the local community.

We aspire to be the media source of choice that reaches Lloydminster and surrounding communities with all the news and events that are important to our community. And, we promise to provide this information honestly and openly without any bias or prejudice.

Our focus is the local community where we and our readers work and live.

DEMOGRAPHICS

Community Newspapers Work

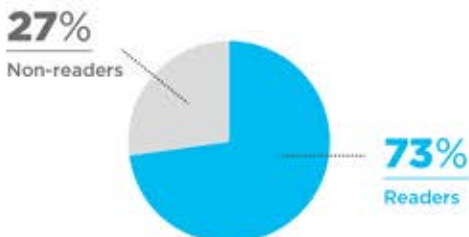
Community newspapers and their websites are hyper-local. They effectively represent the neighbourhoods they serve. And they are able to target these communities like no other medium.

Every week in Canada, over 1,000 community newspapers circulate over 19 million copies in key metropolitan areas, rural and remote regions, and all areas in between.

Community newspapers command a special place in Canadian households. The role they play is vital, often being the only choice for local news and information relevant to readers in the community.

On average, one quarter of Canadians read **only** their community newspaper, and most readers read every issue, cover to cover.

Source: Connecting to Canadians with Community Newspapers, 2013



Community newspapers reach remote and rural regions best, according to the ComBase readership study.

- 87% readership in Northern Canada
- 85% readership in Alberta
- 83% readership in Saskatchewan

Readership of community newspapers is solid, with 73% of adults reading a community newspaper every week. They also reach more than three quarters of all women - more than any other medium - a key demographic difficult to reach with other media.

Community newspapers effectively reach all demographics - professionals, well-educated, affluent consumers - as well as families with children, seniors and homeowners in urban and rural Canada.

Community Newspapers Reach All Demographics

77% of women, 78% of seniors and 75% of employed adults are community newspaper readers

GENDER:

72% Male
77% Female

AGE:

60% Young readers 18-24 years
73% Age 25-49 years
78% Seniors 65+ years
79% Baby boomers 50+ years

EDUCATION:

73% High school or less
77% College (including technical)
74% University +

RESIDENCE:

77% Own residence
64% Rent residence

FAMILY STATUS:

77% With children
73% Without children

LIFE EVENTS:

(occurred in last year/next year)

73% Marriage
74% Child/grandchild born
78% Retire
69% Change job
71% Move (same city)

HOUSEHOLD INCOME:

65% <\$30K
75% \$30-\$49K
78% >\$50K
79% >\$75K
79% >\$100K

EMPLOYMENT STATUS:

75% Employed
74% Not employed
78% - Homemaker
78% - Retired
69% - On strike or leave

Source: ConBase 2008/2009

Community newspapers are local. Research shows that advertising within newspaper pages is trusted more than any other medium.

Research confirms that there are distinct differences between communities of varying sizes and once you get outside the city limits things change. Reaching rural Canadians effectively requires local media.

In Rural Canada the pace slows and people are far more likely to settle in to a traditional lifestyle. People are far less likely to be 'connected' and have interests that are tightly woven into the fabric of the community. The information they look for is specific and the sources of that information limited.

- Respondents in small cities are **25%** more likely to be receiving a community newspaper than those in large cities.
- People living in rural areas and smaller communities are more likely to be spending at least the same amount of time with the news as they did 2 years ago.
- The single biggest use of mobile device outside of making and receiving calls across all community sizes was checking weather forecasts.

Source: AdWest Media Usage Study, 2013

Reasons for Reading Community Newspapers

Community newspapers are relevant to local residents.

Local news and events

95%

Advertising, flyers or inserts

76%

Classified ads, real estate or employment

72%

Editorial

60%

Source: Connecting to Canadians with Community Newspapers, 2013

Readership of local community newspapers has remained steady in today's new media landscape. Community newspapers continue to remain relevant to local residents for news, information and advertising.



What we can offer!

A superior quality newspaper with emphasis on local content.

Quality audited distribution in Lloydminster and surrounding areas.

Website with outstanding readership and links to E-flyers with featured flyers.

Competitive pricing.

TWEETABLE TRUTHS ABOUT NEWSPAPERS



“

9 in 10 Canadians read newspapers each week in print, on websites, tablets and phones.

More than any other media, newspapers (print or digital), are used to help make purchase decisions.

90% of Canadians read flyers and out of them, 7 in 10 preferred print flyers.

”

Published Thursdays

Prices are per issue and include full colour.

	Full Page	Half Page	Quarter Page
52 WEEKS:	\$895	\$490	\$270
26 WEEKS:	\$955	\$520	\$285
13 WEEKS:	\$990	\$550	\$300
6 WEEKS:	\$1045	\$585	\$310
1 WEEK:	\$1095	\$615	\$325

Career Rates:

A1	\$59
A2	\$76
B1	\$106
C1	\$140
C2	\$166
D1	\$202
D2	\$202
E1	\$400
E2	\$299

Display Column Inch Rate: \$14.95

Word Classifieds: \$15 for one, \$25 for two
(Based on 20 words. Additional words: 15¢)

Obituaries
20¢ per word, Photo: \$15

Display Classified, Memoriams & Celebrations Column Inch Rate:
\$13.00

Business Directory: 3.04 inches x 2 inches
\$150 (4 issues per month)

Banners:
6 col. x 2 inches: \$180 per issue
6 col. x 3 inches: \$270 per issue
6 col. x 4 inches: \$375 per issue

Flyer Rates: \$75 per thousand, Deadline: 1 week prior to publication

COLUMN WIDTHS

NORMAL COLUMN WIDTHS:

2 columns	3.04 inches
3 columns	4.65 inches
4 columns	6.25 inches
5 columns	7.85 inches
6 columns	9.45 inches

CLASSIFIED COLUMN WIDTHS:

1 column	1.25 inches
2 columns	2.62 inches
3 columns	3.98 inches
4 columns	5.35 inches
5 columns	6.72 inches
6 columns	8.08 inches
7 columns	9.45 inches

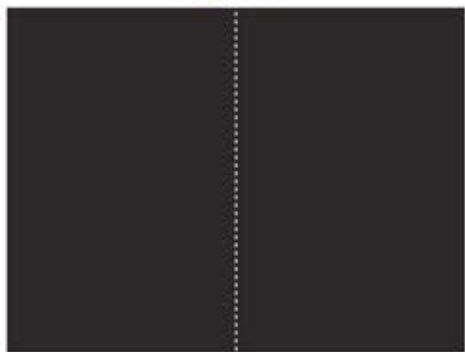
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Deadlines:
Thursday Edition: Noon on Tuesdays

Cancellations: Tuesdays at 3 pm. A cancellation fee of 50% of the ad cost will be charged for cancellations after this time.



Spread



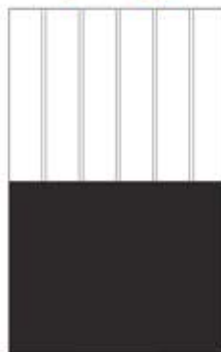
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Full Page



9.45" x 15"

1/2 Page



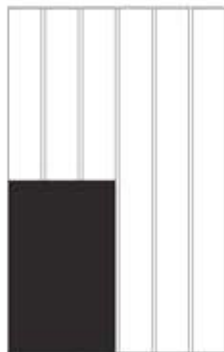
9.45" x 7.5"
(Horizontal)

1/2 Page



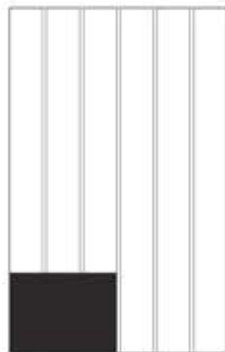
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(Vertical)

1/4 Page



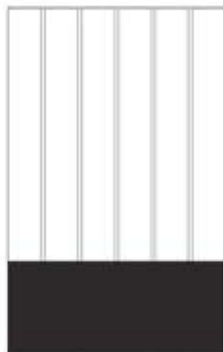
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1/8 Page



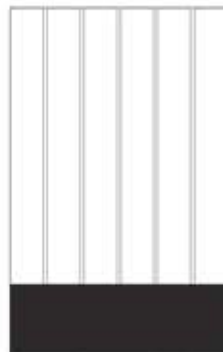
4.65" x 3.5"

Banner



9.45" x 4"

Banner



9.45" x 3"

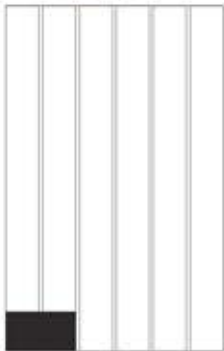
Banner



9.45" x 2"

CAREER AD SIZES

A1 \$59



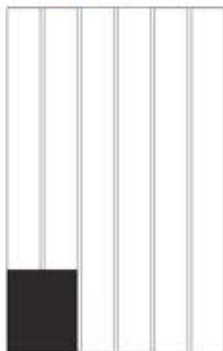
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A2 \$76



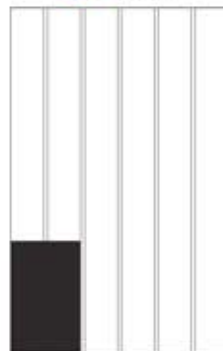
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B1 \$106



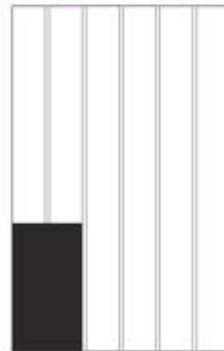
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C1 \$140



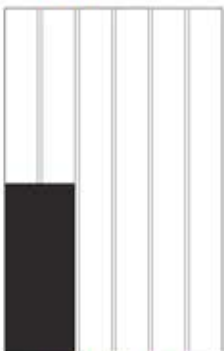
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C2 \$166



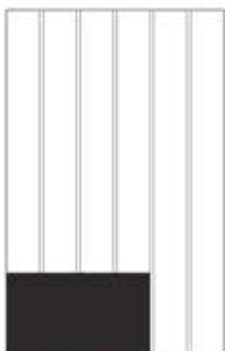
3.04" x 5.6"

D1 \$202



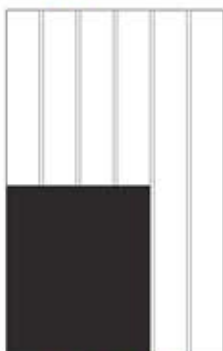
3.04" x 7.4"

D2 \$202



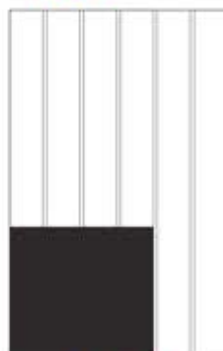
6.25" x 3.6"

E1 \$400



6.25" x 7.4"

E2 \$299



6.25" x 5.6"

LLOYDMINSTER URBAN**ZONE 1***HOUSE/APART.*

T9V / S9V

TOTAL 8,221**ZONE 2***BUS./BOX*

T9V / S9V

TOTAL 4,055**LLOYDMINSTER RURAL****ZONE 3***RURAL SOUTH*

Marshall	SOM IRO	100
Lashburn	SOM 1HO	115
Waseca	SOM 3AO	25
Maidstone	SOM 1MO	200
Lone Rock	SOM 1KO	25
Marsden	SOM 1PO	90
Neilburg	SOM 2CO	110
Senlac	SOL 2YO	20
Macklin	SOL 2CO	50
Provost	TOB 3SO	85
Chauvin	TOB 0VO	75
Edgerton	TOM 1KO	40
Paradise Valley	TOB 3RO	40
McLaughlin	TOB 2YO	15
Rivercourse	TOB 3XO	15

TOTAL 1,005**ZONE 4***RURAL NORTH*

Blackfoot	TOB 2LO	100
Kitscoty	TOB 2PO	90
Islay	TOB 2JO	35
Vermilion	T9X 1H3	215
Clandonald	TOB 0XO	50
Dewberry	TOB 1GO	65
Marwayne	TOB 2XO	100
Streamstown	TOB 4GO	30
Heinsburg	TOA 1XO	50
Tulliby Lake	TOA 3KO	35
Onion Lake	SOM 2EO	75
Alcurve	TOB 2XO	25
Northbend	S9V 0X7	10
Tangleflags	S9V 0X7	10
Frenchman Butte	SOM 0WO	50
Paradise Hill	SOM 0NO	155
St. Walburg	SOM 2TO	175
Spruce Lake	SOM 2WO	30
South Bay	SOM 2YO	25
Livelong	SOM 1JO	85
Mervin	SOM 1YO	60
Turtleford	SOM 2YO	95
Hillmond	S9V 0X7	25
Greenstreet	S9V 0X7	30
Sandy Beach	SOM 0X7	15

TOTAL 1,635TOTAL THURSDAY DISTRIBUTION **14,916**

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QUANTITY:

Thursday's edition: 14,916

FOR MORE INFORMATION:

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